



WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Redshift
411 Branchway Road
Richmond, VA 23236

Contract # 327061

Schedule Dates 10/23/12-11/06/12
Advertiser Pol/Iss/Superpac YG Action Fund (16627)
Agency Redshift (6233)
Product Political - Issue (1068)
Brand 167 YGAF (135227)
Salesperson Telerep/Philadelphia, Philadelphia (1057)
Sales Office Telerep/Philadelphia
Buyer Name BEVILLE, STACEY
Phone/Fax /
CPE 167
Account Types National/Political
Billing Type Standard
Comments YG ACTION FUND
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 08/15/12
Last Modified 08/15/12
Entered By Jill Hipskind
CO-OP No
Headline # 06279139
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$22,935.00
Net Total \$129,965.00
Sales Tax

Charlotte (WSOC)

By Broadcast Month	Spots	Rate
Oct. 2012	37	\$48,450.00
Nov. 2012	55	\$104,450.00
Grand Total:	92	\$152,900.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/29/12-10/29/12	3	:30	8P- 10P (EST)	1								1	\$10,000.00	\$10,000.00	Charlotte (WSOC)		8/15/12
2.0	Normal Line / Spot	10/29/12-11/05/12	3	:30	10P- 11P (EST)	1								2	\$7,000.00	\$14,000.00	Charlotte (WSOC)		8/15/12
3.0	Normal Line / Spot	10/30/12-10/30/12	3	:30	8P- 9P (EST)	1		1						1	\$9,800.00	\$9,800.00	Charlotte (WSOC)		8/15/12
4.0	Normal Line / Spot	11/02/12-11/02/12	3	:30	10P- 11P (EST)	1					1			1	\$7,000.00	\$7,000.00	Charlotte (WSOC)		8/15/12
5.0	Normal Line / Spot	10/23/12-10/26/12	3	:30	5A- 5:30A (EST)	4		X	X	X	X			4	\$800.00	\$3,200.00	Charlotte (WSOC)		8/15/12
6.0	Normal Line / Spot	10/29/12-11/02/12	3	:30	5A- 5:30A (EST)	5	X	X	X	X	X			5	\$800.00	\$4,000.00	Charlotte (WSOC)		8/15/12
7.0	Normal Line / Spot	11/05/12-11/06/12	3	:30	5A- 5:30A (EST)	2	X	X						2	\$800.00	\$1,600.00	Charlotte (WSOC)		8/15/12
8.0	Normal Line / Spot	10/23/12-10/26/12	3	:30	5:30A- 6A (EST)	4		X	X	X	X			4	\$800.00	\$3,200.00	Charlotte (WSOC)		8/15/12
9.0	Normal Line / Spot	10/29/12-11/02/12	3	:30	5:30A- 6A (EST)	5	X	X	X	X	X			5	\$800.00	\$4,000.00	Charlotte (WSOC)		8/15/12
10.0	Normal Line / Spot	11/05/12-11/06/12	3	:30	5:30A- 6A (EST)	2	X	X						2	\$800.00	\$1,600.00	Charlotte (WSOC)		8/15/12
11.0	Normal Line / Spot	10/23/12-10/26/12	3	:30	8A- 9A (EST)	2		X	X	X	X			2	\$1,800.00	\$3,600.00	Charlotte (WSOC)		8/15/12
12.0	Normal Line / Spot	10/29/12-11/02/12	3	:30	8A- 9A (EST)	2	X	X	X	X	X			2	\$1,800.00	\$3,600.00	Charlotte (WSOC)		8/15/12
13.0	Normal Line / Spot	11/05/12-11/06/12	3	:30	8A- 9A (EST)	1	X	X						1	\$1,800.00	\$1,800.00	Charlotte (WSOC)		8/15/12
14.0	Normal Line / Spot	10/27/12-11/03/12	3	:30	6A- 7A (EST)	1						1		2	\$700.00	\$1,400.00	Charlotte (WSOC)		8/15/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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15.0	Normal Line / Spot	10/27/12-11/03/12	3	:30	7A- 8A (EST)							1		2	\$750.00	\$1,500.00	Charlotte (WSOC)		8/15/12
16.0	Normal Line / Spot	10/27/12-11/03/12	3	:30	8A- 9A (EST)							1		2	\$1,000.00	\$2,000.00	Charlotte (WSOC)		8/15/12
17.0	Normal Line / Spot	10/28/12-11/04/12	3	:30	6A- 7A (EST)								1	2	\$700.00	\$1,400.00	Charlotte (WSOC)		8/15/12
18.0	Normal Line / Spot	10/23/12-10/26/12	3	:30	12P- 1P (EST)	4		X	X	X	X			4	\$700.00	\$2,800.00	Charlotte (WSOC)		8/15/12
19.0	Normal Line / Spot	10/29/12-11/02/12	3	:30	12P- 1P (EST)	4	X	X	X	X	X			4	\$700.00	\$2,800.00	Charlotte (WSOC)		8/15/12
20.0	Normal Line / Spot	11/05/12-11/05/12	3	:30	12P- 1P (EST)		2							2	\$700.00	\$1,400.00	Charlotte (WSOC)		8/15/12
21.0	Normal Line / Spot	10/27/12-11/03/12	3	:30	12P- 12:30P (EST)							1		1	\$700.00	\$700.00	Charlotte (WSOC)		8/15/12
21.0.1	Preempt	11/03/12															Charlotte (WSOC)	Program Change/Exception - COLLEGE FOOTBALL	
22.0	Normal Line / Spot	10/28/12-11/04/12	3	:30	12P- 12:30P (EST)								1	2	\$800.00	\$1,600.00	Charlotte (WSOC)		8/15/12
23.0	Normal Line / Spot	10/23/12-10/26/12	5	:30	4P- 5P (EST)	2		X	X	X	X			2	\$900.00	\$1,800.00	Charlotte (WSOC)		8/15/12
24.0	Normal Line / Spot	10/29/12-11/02/12	5	:30	4P- 5P (EST)	2	X	X	X	X	X			2	\$900.00	\$1,800.00	Charlotte (WSOC)		8/15/12
25.0	Normal Line / Spot	11/05/12-11/05/12	5	:30	4P- 5P (EST)		1							1	\$900.00	\$900.00	Charlotte (WSOC)		8/15/12
26.0	Normal Line / Spot	10/23/12-10/26/12	3	:30	5P- 5:30P (EST)	3		X	X	X	X			3	\$1,800.00	\$5,400.00	Charlotte (WSOC)		8/15/12

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:

Date:

Accepted Station:

Date:

Comments:

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27.0	Normal Line / Spot	10/29/12-11/02/12	3	:30	5P- 5:30P (EST)	3	X	X	X	X	X			3	\$1,800.00	\$5,400.00	Charlotte (WSOC)		8/15/12
28.0	Normal Line / Spot	10/29/12-10/29/12	3	:30	5P- 5:30P (EST)	1								1	\$1,800.00	\$1,800.00	Charlotte (WSOC)		8/15/12
29.0	Normal Line / Spot	10/23/12-10/26/12	3	:30	5:30P- 6P (EST)	3		X	X	X	X			3	\$1,900.00	\$5,700.00	Charlotte (WSOC)		8/15/12
30.0	Normal Line / Spot	10/29/12-11/02/12	3	:30	5:30P- 6P (EST)	3	X	X	X	X	X			3	\$1,900.00	\$5,700.00	Charlotte (WSOC)		8/15/12
31.0	Normal Line / Spot	11/05/12-11/05/12	3	:30	5:30P- 6P (EST)	1								1	\$1,900.00	\$1,900.00	Charlotte (WSOC)		8/15/12
32.0	Normal Line / Spot	10/23/12-10/26/12	3	:30	6P- 6:30P (EST)	3		X	X	X	X			3	\$2,500.00	\$7,500.00	Charlotte (WSOC)		8/15/12
33.0	Normal Line / Spot	10/29/12-11/02/12	3	:30	6P- 6:30P (EST)	3	X	X	X	X	X			3	\$2,500.00	\$7,500.00	Charlotte (WSOC)		8/15/12
34.0	Normal Line / Spot	11/05/12-11/05/12	3	:30	6P- 6:30P (EST)	1								1	\$2,500.00	\$2,500.00	Charlotte (WSOC)		8/15/12
35.0	Normal Line / Spot	10/28/12-11/04/12	4	:30	6P- 6:30P (EST)								1	2	\$2,000.00	\$4,000.00	Charlotte (WSOC)		8/15/12
36.0	Normal Line / Spot	11/03/12-11/03/12	3	:30	7:30P- 8P (EST)							1		1	\$800.00	\$800.00	Charlotte (WSOC)		8/15/12
37.0	Normal Line / Spot	10/27/12-11/03/12	3	:30	7P- 7:30P (EST)							1		2	\$1,000.00	\$2,000.00	Charlotte (WSOC)		8/15/12
38.0	Normal Line / Spot	10/23/12-10/26/12	3	:30	6:58P- 7:30P (EST)	2		X	X	X	X			2	\$2,000.00	\$4,000.00	Charlotte (WSOC)		8/15/12
39.0	Normal Line / Spot	10/29/12-11/02/12	3	:30	6:58P- 7:30P (EST)	2	X	X	X	X	X			2	\$2,000.00	\$4,000.00	Charlotte (WSOC)		8/15/12
40.0	Normal Line / Spot	10/23/12-10/26/12	3	:30	7:30P- 7:56P (EST)	2		X	X	X	X			2	\$1,800.00	\$3,600.00	Charlotte (WSOC)		8/15/12

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41.0	Normal Line / Spot	10/29/12-11/02/12	3	:30	7:30P- 7:56P (EST)	2	X	X	X	X	X			2	\$1,800.00	\$3,600.00	Charlotte (WSOC)		8/15/12

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REP HEADLINE# 6279139
*** ORIGINAL REV#0 ***

REP: TEL# 610-225-4100
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET

HARRIS REPORT FROM REP
AUG14/12 19.0
*** WSOC-TV ***

ADV # _____ ADV. NAME ISS/SUPERPAC YG ACTION FND REP.# _____ OFF.# 220 SALESMAN # _____
AGY # _____ AGY. NAME REDSHIFT BUYER NAME STACEY BEVILLE
411 BRANCHWAY ROAD SALES PRSN PH- NICK WELTE
RICHMOND, VA 23236
ORDER # _____ CONTRACT # 6279139 CLASS: NATL. LOCAL REGIONAL
PRDCT YG ACTION FUND EST#167 COMMENTS: (LINE, ORDER, INVOICE)
FLIGHT DATES OCT23/12 NOV6/12 WK-3
CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE AUG14/12 19.01

REP: TO JILL
FR JARED
NEW YG ACTION FUND ORDER
TOTAL \$153600
PLS CNF THANKS

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

:LINE#	:REP	:CD	: TIME PERIOD	: LGTH	: SEC	: RATE	: START	: END	:SPTS	: WEEK	: DAYS	:TOTL:
:	:LINE#	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	:SPTS:
			AGENCY ADVERTISER CODE =			AGENCY EST# = 167						
			AGENCY PRODUCT CODE =									
1			800P-1000P	30		10000.00	10/29	10/29	1	3	MON	1
PROGRAM : DANCING WITH THE STARS												
2			1000P-1100P	30		\$7,000.00	10/29	11/5	1	3	MON	2
PROGRAM : CASTLE												
3			800P-900P	30		\$9,800.00	10/30	10/30	1	3	TUE	1
PROGRAM : DWTS RESULTS												

REP: TEL# 610-225-4100
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

AUG14/12 19.0
*** WSOC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			1000P-1100P	30		\$7,000.00	11/2	11/2	1	3	FRI	1
PROGRAM : 20/20												
5			500A-530A	30		\$800.00	10/23	10/26	4	3	TU-F	4
PROGRAM : NEWS												
6			500A-530A	30		\$800.00	10/29	11/2	5	3	M-F	5
PROGRAM : NEWS												
7			500A-530A	30		\$800.00	11/5	11/6	2	3	M-TU	2
PROGRAM : NEWS												
8			530A-600A	30		\$800.00	10/23	10/26	4	3	TU-F	4
PROGRAM : NEWS												
9			530A-600A	30		\$800.00	10/29	11/2	5	3	M-F	5
PROGRAM : NEWS												
10			530A-600A	30		\$800.00	11/5	11/6	2	3	M-TU	2
PROGRAM : NEWS												
11			800A-900A	30		\$1,800.00	10/23	10/26	2	3	TU-F	2
PROGRAM : GMA												
12			800A-900A	30		\$1,800.00	10/29	11/2	2	3	M-F	2
PROGRAM : GMA												
13			800A-900A	30		\$1,800.00	11/5	11/6	1	3	M-TU	1
PROGRAM : GMA												
14			600A-700A	30		\$700.00	10/27	11/3	1	1	SAT	2
PROGRAM : NEWS												
15			700A-800A	30		\$750.00	10/27	11/3	1	1	SAT	2
PROGRAM : NEWS												

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AUG14/12 19.0
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16			800A-900A	30		\$1,000.00	10/27	11/3	1	3	SAT	2
PROGRAM : GMA SAT												
17			600A-700A	30		\$700.00	10/28	11/4	1	3	SUN	2
PROGRAM : NEWS												
18			1200N-100P	30		\$700.00	10/23	10/26	4		TU-F	4
PROGRAM : NEWS												
19			1200N-100P	30		\$700.00	10/29	11/2	4		M-F	4
PROGRAM : NEWS												
20			1200N-100P	30		\$700.00	11/5	11/5	2		MON	2
PROGRAM : NEWS												
21			1200N-1230P	30		\$700.00	10/27	11/3	1		SAT	2
PROGRAM : NEWS												
22			1200N-1230P	30		\$800.00	10/28	11/4	1		SUN	2
PROGRAM : NEWS												
23			400P-500P	30		\$900.00	10/23	10/26	2		TU-F	2
PROGRAM : DR OZ												
24			400P-500P	30		\$900.00	10/29	11/2	2		M-F	2
PROGRAM : DR OZ												
25			400P-500P	30		\$900.00	11/5	11/5	1		MON	1
PROGRAM : DR OZ												
26			500P-530P	30		\$1,800.00	10/23	10/26	3	3	TU-F	3
PROGRAM : NEWS												
27			500P-530P	30		\$1,800.00	10/29	11/2	3		M-F	3
PROGRAM : NEWS												

REP: TEL# 610-443-4100

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET

HARRIS REPORT FROM REP

AUG14/12 19.0
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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
28			500P-530P	30		\$1,800.00	10/29	10/29	1	3	MON	1
PROGRAM : NEWS												
29			530P-600P	30		\$1,900.00	10/23	10/26	3		TU-F	3
PROGRAM : NEWS												
30			530P-600P	30		\$1,900.00	10/29	11/2	3		M-F	3
PROGRAM : NEWS												
31			530P-600P	30		\$1,900.00	11/5	11/5	1		MON	1
PROGRAM : NEWS												
32			600P-630P	30		\$2,500.00	10/23	10/26	3		TU-F	3
PROGRAM : NEWS												
33			600P-630P	30		\$2,500.00	10/29	11/2	3		M-F	3
PROGRAM : NEWS												
34			600P-630P	30		\$2,500.00	11/5	11/5	1		MON	1
PROGRAM : NEWS												
35			600P-630P	30		\$1,000.00	10/27	11/3	1	3	SAT	2
PROGRAM : NEWS												
36			600P-630P	30		\$2,000.00	10/28	11/4	1	4	SUN	2
PROGRAM : NEWS												
37			700P-730P	30		\$2,000.00	10/23	10/26	2	2	TU-F	2
PROGRAM : INSIDE EDITION												
38			700P-730P	30		\$2,000.00	10/29	11/2	2		M-F	2
PROGRAM : INSIDE EDITION												
39			730P-800P	30		\$1,800.00	10/23	10/26	2	3	TU-F	2
PROGRAM : ET												

REP HEADLINE# 6279139
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:	:LINE#	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	:SPTS:
40			730P-800P	30		\$1,800.00	10/29	11/2	2	3	M-F	2
PROGRAM : ET												
41			700P-800P	30		\$800.00	11/3	11/3	1	3	SAT	1
PROGRAM : ET WEEKEND												
OCT/12	48450.00		NOV/12	105150.00							CONTRACT TOTAL	153600.00
											TOTAL SPOTS	93

MARKET TOTALS \$365,714 WSOC 42% WBTV 26% WCNC 25% WCCB 7% WJZY 0% WMYT 0% WAXN 0%
CABL 0%

SVC- NSI
DEMOS- RA35+*

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WSOC-TV	Date: 8/10/12
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I, REDSHIFT MEDIA
do hereby request station time concerning the following issue:

YG ACTION FUND 211 NORTH UNION STREET, SUITE 100 ALEXANDRIA, VA 22314 JOHN MURRAY, TREASURER
--

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED ORDER					

Total Charges: \$ 130,560.00

This broadcast time will be used by: YG ACTION FUND

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	
<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

N/A

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

YG ACTION FUND

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

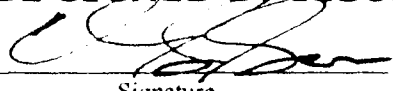
☐ a corporation; ☐ a committee; ☐ an association; ☒ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

6/29/12  804-794-2871
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected

 JILL HIRSKIND NATL SALES ASST
Signature Printed Name Title

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
N/A					

Total Charges:

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.

redshift

411 Branchway Road | Richmond, Virginia 23236
804-794-2871 | Fax: 804-379-0961
www.wfofr.com

August 10, 2012

To Whom It May Concern,

Redshift Media, LLC is placing a Television and Radio media buy for the "YG Action Fund.

Sincerely,



Charles L. Arnold
Redshift Media, LLC